

# There's nothing cryptic about TV's Ned the Dead



**Ned the Dead:** He has a lot of fun hosting midnight thriller movies.

Special to the Press-Gazette

Ned the Dead.

Not a regular fellow, Ned. You can see that.

He's the self-described "Transylvania swinger guy" who caroms around in Channel 11's "Chiller Theater" at midnight Saturdays.

Ned laughs madly. He looks weird, acts the same.

The horror host teases the plots of his Grade-B flicks, and his audience. His humor is "toward a dog's level," he freely admits.

Ned is oh so many things that we and TV are not supposed to be. And that's why he's fun.

He's got a cult following — Dead Heads, if you will.

Some are kids. They write to him and add such lines as "I drew a big spider on this because I knew you'd love it." Ned does.

Then there are letters from Grade-A zanies. One bunch even has a fantasy studio going: "Mourner Bros. Productions — London, New York, Sydney, Appleton."

The Mourner motto: "The only good film is a bad film."

Ned the Dead says, "They set

## Gerds

Warren Gerds is critic-at-large of the Press-Gazette

up these crazed scenarios that they want me to star in." Such as "Gidget Gets Diced."

For Mourners' "Mayberry D.O.A." this is the storyline: "Opie comes home to find that Aunt Bea has met with the Grim Reaper and in a bizarre plot twist runs her whale-like corpse through the food processor."

Yes, the man himself says, there are tons of jollies in being Ned the Dead.

Who is this Ned in real life and how did he get Dead?

Ned doesn't like everything told about him, especially his real name. He likes an aura of mystery. Anyway, there are already a few flies in the ointment of being Ned.

For instance, he says his wife flings him "I married this?" looks when they're home watching the show.

And before getting married just last year, "I think my in-laws were having a tough time thinking that their daughter was marrying Ned the Dead," he chuckles.

Ned the Dead was born last February. Dave Komisar, Channel 11's program director, was looking for a character to go along with the new "Chiller Theater." People on the Channel 11 staff auditioned.

Ned says, "Overall, they were looking for someone who might be crazed enough to do it. I think I was a quick choice on that one."

Ned (not his real name) practiced some voices, worked up his laugh, auditioned and knocked 'em dead — well, maybe just wounded 'em.

So for an afternoon every few weeks, when a Channel 11 studio turns into a zoo as they shoot a batch of bits for the movies (eight for each), he gets to be this whole different being.

"As the makeup is applied, I kind of get into the character,"

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## Gerds

Ned says. "I feel sorry for the poor woman who does the makeup because she has to be there as I metamorphasize into Ned."

Normally, Ned shoots and edits commercials and station promotions. He likes that a lot. And he views being Ned the Dead as icing on the cake.

"I have the best of both worlds," he says. "I get to be on and I can be irreverent and funny and laugh wildly and talk in an accent, and then I can go to work and do my regular job, which is great."

Ned doesn't fly solo. Much of what Ned says is scripted. That's done by Don Schunke, who works in the promotion department.

Ned says, "I will ad-lib around the things Don has written. He puts in a lot of time writing the jokes, constructing the scenarios and bringing in the props. So really Ned is as much or more him than Ned is me. I fulfill Don's craziness."

There have been guys like Ned the Dead on TV all over the country for ages. I remember one, Dr. Cadaverino, in Milwaukee. So do Schunke and Ned.

Ned says, "I grew up in Milwaukee watching Dr. Cadaverino, so I had a lot of basis for this kind of thing. My Saturday night as a youth was staying up to watch Dr.

Cadaverino and wondering, 'How could he be so strange?' I discovered it wasn't really that hard to be that strange."

A trademark line Ned repeats is a sign of writer Schunke's misspent youth (mine too because I recognize it). "Roll 'em, Lester" comes from another screwball character in old Milwaukee TV.

Like so many other TV folks, Ned finds himself looking at the ratings.

"If I avert the asterisk (meaning the audience was too small to measure), I feel like I've really achieved."

He adds, "I look at the ratings and say, 'Man, there's 16,000 people crazed enough to be watching Ned! And to stay up!'"

Usually, Ned says, his wife makes him shut it off or he'll fall asleep during his own show.

Still, he gets much pleasure doing his Ned thing.

"Face it," he says, "for a lot of the people who work in television, being on TV is neat. I find it especially neat when it's not me but me as someone else."

Also, he feels he's carrying on a tradition.

As he felt with Dr. Cadaverino, "I hope there are 12-year-old kids who are saying, 'Boy, I can't wait to stay up to watch Ned the Dead and see what kind of awful movie he's going to have.' That makes me happy."

# BUZZ WORTHY

## Ned the Dead flies the coop at The Eagle

It's R.I.P. for the radio-version of Ned the Dead.

After five years as co-host of the morning show on 106.7 The Eagle (WJLW-FM) with Mike "The Rev" Walsh, Ned has left "The Rock of Green Bay" to focus on his full-time job as a video editor and spend more time with his family.

"I just got to the point where I didn't want to work two jobs anymore," said Ned, whose last day on the air was April 7. "It starts to take it out of you."

He's not missing the 5:15 a.m. alarm or the 12-hour days, but the decision to walk away from radio wasn't easy.

"When you're on the air or out meeting people ... radio is the best job in the world," he said. "It's the most joyous, glorious thing. I'll miss it hugely."

Listeners no doubt will miss the rapid-fire banter and infectious laughter between Ned and Walsh that became a

trademark of their often-warped morning show.

"We laughed and laughed and laughed. We laughed like pigs," Ned said. "I'd walk out of there happy every day. He's one of the funniest guys in the world."

Walsh, who's flying solo on The Eagle early shift for the time being, said he found his "radio soul mate" in Ned.

"We had a chemistry that you just can't manufacture," Walsh said. "Just hanging out with him was a ball. He's seriously one of a kind."

But Ned the Dead lives on — in makeup. His long-running character continues as the host of "Chiller Theater" at 9 p.m. Saturdays on local UPN affiliate WACY.

— Kendra Meinert/  
Press-Gazette



Ned  
(his real hair)



The Rev  
(not his real hair)

# It's dawn of new 'Dead' TV era

BY KENDRA MEINERT  
PRESS-GAZETTE

Contrary to the name, Ned the Dead is alive and ... well, a little loopy.

"This has got me just whacked," the longtime TV personality says of his return to the small screen Saturday night. "That's all I need is the transference of more energy and my head will blow right off my shoulders."

After dying a quiet death this spring, Ned is eager to resurrect his TV career with a new show, *Ned The Dead's Demented Drive-In*, on a new channel, UPN's WACY-TV. The shtick lives on. Introduce pleasantly appalling horror movies and do that "crazy, wacky thing" — barking laughs included —

during breaks.

"In any TV market, you have to have some dumb thing you can watch in the middle of the night," Ned says. "It's a staple of growing up."

He promises the movies on *Demented Drive-In* will be a better brand of bad than those of his previous show, *Chiller Theatre*.

"In the past, we showed really bad moves that were made in like 1948. There are things about those movies that don't appeal to young people. These movies will be bad, but they'll be in color and they'll have actors people already know about."

*Fright Night Part 2* (1989, Roddy McDowall), *Arachnophobia* (1990, John Goodman) and *The Texas Chain Saw*

*Massacre 2* (1986, Dennis Hopper) are slated for *Demented Drive-In*.

Living and dying by the tube is nothing new to Ned. When WLUK-TV pulled the plug on his *Chiller Theatre* in May, it was the second time. The show, which debuted in 1983, was canceled in 1989 and reborn in 1995.

*Demented Drive-In* will air from 11 p.m. to 1 a.m. Saturdays on WACY, Channel 32. Ned is unsure how long this life will last.

"It'll just be every Saturday until they realize how rotten I am. But it took Channel 11 about 15 years to realize that, so it's looking good."

► Ned answers the tough questions/MORE2go.



**Ned the Dead**  
Returning to life on WACY-TV

**Quickies**

**X Leelee Sobieski, but likable**

Ever since Leelee Sobieski admitted in *Details* magazine that she collects, yes, hair, we've known the actress who played the title role in *Joan of Arc* is a little strange. And the 17-year-old, born Lilliane Rudabet Gloria Elsveta Sobieski — the nickname Leelee is "short and it has more energy" — does nothing to negate her oddball image in October's *Seventeen* magazine.

On her underwear scene (shot when she was 14) in Stanley Kubrick's *Eyes Wide Shut*. "We spent so much time talking about everything that I was so comfortable. ... while everyone was rehearsing lines, me and Tom Cruise, who's so sweet, would be talking about Haagen-Dazs ice cream in New York City."

On her search for a love interest: "I can't find a boyfriend. I've looked around everywhere I go."

On music: "I love Jimi Hendrix, Janis Joplin and The Doors. But I always wonder, could they have created without the drugs?"

**X King of Brit pop gets a prince**

The king of Brit pop now has an heir. Actress Patsy Kensit, wife of Oasis singer Liam Gallagher, has given birth to a son, the couple's first child. Lennon Francis Gallagher was born Monday night at London's Portland Hospital. He is named after Gallagher's hero, Beatles star John Lennon. News reports said Kensit, 31, gave birth to the 6-pound boy a month before the due date. "Tim line, Baby's fine. Everything's fine," Gallagher, 26, was quoted as saying in *The Sun* newspaper.

**X Bacon: Bring on the ghosts**

In *Str of Echoes*, Kevin Bacon plays a blue-collar man who begins seeing ghostly visions after he's hospitalized at a neighborhood party.

Of his own dealings with the spiritual world, he says, "I've never had any kind of psychic experience. I've never seen a ghost, never had anything paranormal happen to me, but I'm totally open to it. If there are spirits out there that want to contact me and say, 'Hi,' I'm for it. ... I'll sign autographs."

The erstwhile pop culture phenom remembers the Six Degrees of Kevin Bacon game? And star of 45 movies gives mixed reviews to married life with actress Kyra Sedgwick.

"The last thing Kyra and I want to do is hold ourselves up as poster children for a happy, healthy marriage. Life for us is as difficult as it is for anybody. ... We're a two-career family and I don't care what the two careers are, that makes it a struggle."

**X Jenny McCarthy marries her man**



**Hey, NED HEADS**

The Deadman's new live TV show even has him scared

By Kendra Meinert of the Press-Gazette



you want to know what's really horrifying about the debut of *Ned the Dead's* *Demented Drive-In*?

It'll be live, and even a veteran madman like Ned the Dead has never done an entire TV show live.

"Two big, beautiful hours from Tom's Drive-In in Menasha... It's a testament to their trust and lack of knowledge of what I might do," he says. "I promise to stay fully clothed."

The former host of *Chiller Theatre* returns to his horror movie hosting duties at 11 p.m. Saturday on WACV-TV, Channel 32. He's been practicing his barking laughs but admits he's still a little rusty in the deranged department, so to help him along we offer...

**10 Demented Questions for Ned the Dead**

**1. A new show but the same makeup?** Weren't you tempted to try a nasty new look?

"Nope. I'm one-dimensional in my makeup skills. As a man who wears a lot of makeup, I only have this one singular look, which I cherish. I

wouldn't recommend this look for others. It's a little heavy. But if I had it to do all over again from the start, I'd probably go a little lighter on the blush."

**2. Who's scarier: Kathie Lee Gifford or Marilyn Manson?**

Kathie Lee Gifford times 10! People that are too normal and too special scare me worse than people who aren't special at all. I think if I had to live with that woman for 10 minutes, I'd move to Antarctica. Plus, she makes everyone else's kids feel like they're imperfect. She makes you feel like you're raising a pack of wolves."

**3. What's your take on *The Blair Witch Project* in five words or less?**

"Haven't seen it. Might not."

**4. How shocked would old classmates be by your current gig?**

"This would surprise not a person on Earth. If anyone was ever destined to be a reality bad TV person, it would be me."

**5. What's your sixth sense?**

"If I concentrate enough I can make cereal boxes move at the breakfast table. Occasionally I can make some older people not make a left turn with their right blinker on. Refrigerators, blenders and toasters sometimes speak to me. That's why I walk alone a lot and talk to myself."

**6. What dead person would you most like to bring back for a night out?**

"I'd probably bring back John Belushi to the Bedroom Inn for the double chop plate — two pork chops and two baked potatoes. That's the thing he'd love about the 'Wood. You get two delicious potatoes instead of one. I really like to have fun, and I like to eat, so I think we'd have a whale of a time. Belushi at the 'Wood — that would be a night to remember."

**7. Besides Mrs. Gifford, what scares you?**

"Everything. People think because of my blustery personality that I would be fearless, but I'm not. Putting on

makeup scares me. Being on TV scares me. Swimming with ducks scares me."

**8. Which is more significant: Valentine's Day or Halloween?**

"This is not even close. Halloween is the stuff of all holidays. Valentine's Day is a celebration of... Halloween."

**9. Do you grace the masses with your presence on Oct. 31?**

"I'm a professional on Halloween. It is dangerous for me to be around the amateurs. I'm incredibly busy during that time of the year. When it's over, I'm toast — cinnamon toast."

**10. Ever considered moonlighting as Ned the Deadhead?**

"No, I don't think I'm cool enough to do that. Besides, this makeup clashes so much with tie-dye. It would look like an experiment gone horribly wrong."



Photos by Pat Ferraro/Press-Gazette

# Bringing the Dead back to life

## Channel 11's wacky host returns for more 'Chiller Theatre'

*There once was an oddball named Ned  
Who kept folks from going to bed.  
They'd stay up at night  
For a laugh and a fright  
And to see Ned go out of his head*



ed the Dead, one of the strange beings of local late-night TV of the '80s, is back. *Chiller Theatre* returns to WLUK-TV, Channel 11, at 11 p.m. Saturday.

"Coming out of *Mad TV* (on Fox just before him), I'll have more viewers than just on one hand, which for me would be an amazing thing," Ned says merrily. "There will be maybe 10, as opposed to the three regulars I had in the past."



**Warren Gerds**

Ned hasn't skipped a beat. He's as off-the-wall as ever, though it's been seven years since *Chiller Theatre* last aired.

Where's Ned been?

"Ned's been eating, because Ned's much fatter than he was before," he says with a laugh. "I tell you what, I

think for the people who watched, many of whom were probably in junior high at that time and are now, of course, more successful than I, probably will find an older, fatter but equally as wise Ned as before."

What really happened was Ned's alter ego moved to a bigger city. Almost immediately, he ached to be back in Green Bay. When he did return, he hankered to be Ned again. Once that became known at Channel 11, things fell into place smoothly.

"*Chiller Theatre* fits in nicely with what they want to be," Ned says. "As a Fox affiliate, they see themselves appealing to the younger audience. Fox has a kind of an alternative appeal..."

"For them, *Chiller Theatre* is kind of like a no-brainer in the sense that it is something that was on for six years before, people know who Ned is, the show is easily done since they already have the movies, and they have the whacked-out TV guy right in town."

The original *The Thing* opens the bill. *Godzilla vs. the Smog Monster* and *Horror Hotel* follow in the weeks ahead.

The show will have a new, animated and musical opener, but the rest of the time Ned will be seen gassing away during breaks on the same simple set, a stark box office.

Missing will be someone dear to Ned, writer Don Schunke, who died a few years ago. Schunke dreamed up numerous crazy characters at Channel 11 for others and himself.

"I miss Don so much, man, because Don was *Chiller Theatre*," Ned says. "I will mention him on the first segment of the first show, but after that I'll let it go. But I do feel quite sad about that."

How Ned plays today will be interesting. His is not great TV. It's let-your-hair-down, let's-be-weird TV.

"I really missed it a lot," Ned says. "I missed the camaraderie at TV-11. It's very much fun to put the show put on."



Press-Gazette photo by Ken Behrend

**"I'm ready. I've got seven years of pent-up Ned in me, so I'm just ready to let loose."**

— Ned the Dead, host of WLUK-TV's 'Chiller Theatre'

"I'm ready. I've got seven years of pent-up Ned in me, so I'm just ready to let loose."

■ **Originals:** Speaking of home-grown fare, Wisconsin public broadcasting folks have two notable happenings this week in TV and radio.

Tonight at 9, PBS is broadcasting the Wisconsin Public Television production *A Citizen's State of the Union*. The national broadcast is on at the same time locally on Channel 38. The program will be repeated in Wisconsin at 10:30 p.m. Saturday.

The 90-minute program is part of a series put together in Wisconsin using segments made at public TV outlets around the country — in this case, Idaho, Iowa, New Hampshire, North Carolina, Seattle, Dallas and San Francisco.

Host Dave Iverson says tonight's

program is "a look at the state of the country as we begin 1996 as seen through the experience of six different American families."

On radio, *Tent Show Radio* opens a third season at a new time, 9 p.m. Saturday, following repeat airings of another Wisconsin Public Radio venture, Michael Feldman's *Whad'ya Know?* at 7.

*Tent Show Radio* airs performances of top folk acts who played the previous summer at Lake Superior Big Top Chautauqua in Bayfield. With Warren Nelson hosting — and playing, singing and spinning stories — the show has a lot of atmosphere.

Warren Gerds writes about television and radio for the Press-Gazette. Write to him at P.O. Box 19430, Green Bay, WI 54307-9430.

# Ned's dead, but his voice lives on

**T**his actually was not a freakish question: Where is Ned the Dead today? In front of me was Dead himself.

"Ned the Dead is gone forever," said the one-time host of Channel 11's late-night *Chiller Theater*. "Ned the Dead lives in the mind of Steve. And Steve is happy Ned has gone."

Speaking was Steve Brenzel.

While his Ned the Dead has passed on to the great crypt of bizarre TV characters, Brenzel has a new wild guy in Mr. B.

One of TV's funniest "local" personalities, Mr. B is the voice behind the camera in the screwball *Mr. B Goes . . .* segments of public TV's *On/TV*.

"Ned the Dead was the nicest thing that someone who isn't supposed to be on TV could ever do," Brenzel said on a recent trip to Green Bay to shoot some Mr. B footage. "It was tremendous."

"It was like you, Warren Gerds, being able to be on TV doing something that is beyond your wildest dreams, in costume so no one knows who you really are, doing it for five years and then losing it while it was still half-way funny to people. It was the best."

When Brenzel moved on from his production job at Channel



**Warren Gerds**

Critic-at-Large

11 to work at a commercial production house in Milwaukee, Dead truly died.

"I returned to being what I am, which is someone who isn't on TV but who loves to make it," Brenzel said.

Then out of the blue last year he got a call from longtime acquaintance Dean Thomas, an *On/TV* segment producer.

"He felt there was a segment out there where they could do a point-of-view camera thing, and they were looking for someone who they felt could carry it off through narration while not being on the air," Brenzel said.

It was perfect for Brenzel.



**Brenzel**  
In 'Ned' attire

"Basically what I've discovered is my niche in life is to cut up while never being on TV," he said.

You can find out for yourself in this week's edition of *On/TV* at 8:30 p.m. Thursday on Wisconsin Public Television (Channel 38, Green Bay). It includes the segment *Mr. B Goes . . . to the Grocery Store*.

In school, Brenzel was the kid in the back of the class "causing trouble, big time."

Today, "These people give me the opportunity to do stuff that's ridiculous," he said.

Going to the store is not ridiculous. It depends who's going to the store.

"Yes," Brenzel said, "but it's like saying, 'Gee, would you like to go and sort of have fun with people and then we're going to put this on TV all around the state?' I feel very lucky that I am given the chance to do that stuff."

To young people, Brenzel feels, TV is "such a part of their life that it's nothing to them. To me, it's still cool to be on TV . . . I get these offshoot deals that let me live out the other side of me."

And not be Dead.

*Gerds writes about television for the Press-Gazette.*



The Green Bay comedy scene:

There's something

# Funny

going on here

By Dave Tienen  
Press-Gazette

I would say comedy is the most viable show in Green Bay. I would buy a comedy show above Frank Sinatra."

The speaker is Jeff Miller, manager of City Centre Theatre and a presence on the Green Bay entertainment scene for the past 15 years.

Miller says it's rare for a comedy show to lose money in Green Bay and he attributes that to several factors. For some reason, audiences here find a joke more tangible than a song. Titters are more valued than tunes. That's reflected in the prices for such major comic acts such as Red Skelton or Bob Hope, where the tickets can top \$50.

In a way, Green Bay's small town status is a plus. Major comics get here so rarely that people get giggle starved.

Roseanne Barr said the Green Bay date was one of the best dates on the tour," Miller said. "You have to figure in anybody's life they'll be here once or twice. Red Skelton came back after what? Forty years?"

Miller believes that if there was a night club with several hundred seats in Green Bay, the comedy

club concept could work here on a one night a week basis.

"The big thing now is comedy packages," Miller said. "Maybe three young comedians together. Maybe one of them has been on the Tonight Show and another was in a movie, but none of them are big enough to carry a show alone."

Coincidentally, the Godmother of Comedy is a former Green Bay woman, Mitzi Shore, owner of the Comedy Store in Los Angeles. The Comedy Store is probably the leading forum for fresh comic talent in the country; such performers as David Letterman credit Shore with giving them their first break.

Despite its receptive posture, the Green Bay funny bone does not resonate to certain comic styles. The town is simply too white for certain kinds of racial humor. It's also too Catholic and Protestant for "Jewish" comics like David Brenner or David Steinberg. A conceptual comic like Pee Wee Herman would be shunned as a nerdy twit. And the town may be too thin-skinned for insult comedy.

"Don Rickles is another comedian who wouldn't play here," Miller says. "Green Bay is not into being insulted."

The perception that women can't throw a baseball or a one liner is probably as strong here as elsewhere.

"I think it's hard for a woman to be funny because most of the audience is men who are prejudiced against women," Miller said. "They don't think women are good football players or good comedians. I just think comedy is one of those professions where

Please see Funny/Scene-2



Camp vamp: TV-11 Chiller Theater host Ned the Dead refutes rumors he is out of his

tree. He likes his job because he "gets to wear the lampshade all the time."

Press-Gazette photo by Ken Behrend



# Ned

will spot him in a restaurant and say, "I know you! You're John Maino!" Or, "I know you! You're Brad Spakowitz!"

"They know they know you, but not quite," he says.

Live appearances are a big part of the Ned the Dead routine.

"The same things Guy Zima goes to Ned the Dead goes to. We've shared water in the dunk tank. The usual reaction is, "This dork is Ned the Dead? Unbelievable." The first thing they say is, "I can't believe how short you are."

Ned is not, however, without his admirers.

"For sort of an ugly little guy it was interesting to know that there are women who not only wanted to meet Ned, but date him."

Ned has an especially rabid following in the far reaches.

"TV people don't come to Iron

Mountain, so they really go nuts. They like me because I'll hurt myself on TV."

Ned's popularity does not seem to be a function of his lavish budget. The basic Ned the Dead set consists of a plank laid between two step ladders. When the plank fell down and broke, they taped it rather than buy Ned a new plank.

"The total expense of our set is about \$1.50," Ned estimates. "I go out on appearances and they say, "Oh, look! Cool! Ned's wearing Ponies."

The special effects are modestly budgeted. When the situation calls for Ned to be violent, he smashes styrofoam cups with a plastic baseball bat.

"My producer gives me this bat which probably cost 40 cents and says, "Don't wreck it. It's my wife's."

Some of Ned's humor has not yet matured into juvenile. Example:

What did the mad scientist get when he crossed the parrot and the centipede? Answer: a walkie-talkie.

Generally, Ned doesn't like to taint his performance with unnecessary rehearsals.

"We look for disaster," he says. "It's one show where we say, "Boy, did we screw that up. Let's keep it."

Nor is the Ned mystique based on his fine films. Ned seems to take a certain pride in the inferiority of his movies.

"It's usually the same movie for the 14th time and it's bad anyway, something like *Mars Needs Women*. You buy a pack of 40 movies all of which are crappy anyway. If the movies were better, I'd look stupid."

Actually, Ned doesn't particularly like horror movies.

"Somebody will ask, "Did you see *Halloween IV*?" Well, I probably didn't see *Halloween I*."

# Ned the Dead likes show's makeover

**N**ed the Dead's cardboard-cutout ticket office from which he does verbal cartwheels is no more. His show has gotten a makeover.

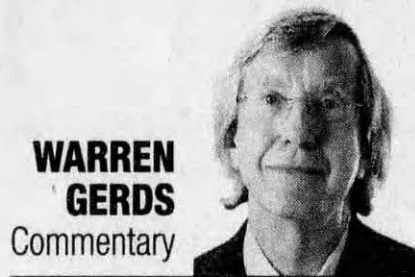
"What is amazing for me, after 25 years, the show now is actually going to be good," he said.

That may come as a shock to denizens of late-night Saturday TV, where Ned has been a fixture on various Green Bay stations.

A new look and new features for "The Ned the Dead Show" start Saturday.

Ned explains: "Basically what happened is some young gentlemen in the business who were raised on 'Chiller Theater' (the show's original name) decided that Ned was getting old, and they were willing to tell Ned, 'Dude, you're old. This is old. We still love you, but it's old.'"

"At that point they said, 'Here's our suggestion for what we'd like this show to become,' and I couldn't imagine the stuff they



**WARREN  
GERDS**  
Commentary

were saying."

The show has been an independent production for about a year, led by Matt Haney as executive producer.

"Now we're movin' and groovin' with it," Haney said.

Ned's gotten a virtual 3D Studio Max set. And more.

"Our opening animation is like you're flying over the top of Green Bay," Haney said. "You go past Tower Drive Bridge (now named the Leo Frigo Memorial Bridge), and it looks like the theater is in downtown Green Bay."

To one side is a sign that says "Sconniewood." It's the name for a segment in which shorts by local filmmakers will air.

"The name is basically Wisconsin's version of Hol-

lywood," Haney said. "We built a replica of the Sconniewood Hills into our little Green Bay city world."

The main movies will be different.

"We're updating movies and doing some newer stuff, some color films from the '70s and trying to get away from the real old black-and-white ones," Haney said.

Ned and horror flick aficionado/sidekick Doc Moreau will be joined by Heather Dugger for what's called cosplay.

"She creates costumes and dresses up like different animation characters," Haney said.

The movies will have more, but shorter, breaks for Ned's crazed comedy and other stuff.

Four shows are in the can, and Ned's pumped: "The look of what they've created and the general feel



Ned

## On TV

■ **What:** "The Ned the Dead Show"

■ **When:** 11 p.m. Saturday

■ **Where:** WACY, Channel 32

of it to me will make it actually interesting to regular, living humans — which is a shock."

The plan is to syndicate the show after 26 shows are in the can.

"We do everything," Haney said of his small Midwest Omnimedia operation. "We sell the advertising, we pay for the air time. I think we're pretty much the only ones in town that are doing anything like that."

Haney, 32, started watching Ned when he was 5.

"Being a fan from when I was a little kid, it's pretty cool to actually do the show now and entertain the next generation," he said.

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